

“Sales Navigator has truly changed how our sales and marketing teams at Softtek approach our lead generation and account marketing tactics. Being able to directly connect with our prospects and keep track, as a team, internally, has helped us to have a more personalized approach for our clients & prospects.”



Alejandro Camino
CMO, Softtek



Location
Monterrey, Mexico

No. of Employees
10,000+

Industry
IT & Services

Softtek Transforms Lead Generation and Account Marketing Tactics with Sales Navigator

CHALLENGES

- In most sales organizations, researching the right stakeholders within organizations and accessing their direct contact information is difficult, and Softtek faced the same challenge.
- Turning to LinkedIn Sales Navigator, Softtek sought information that mattered to their prospects, so they could have a more customized outreach.
- This includes information such as professional activity and associations prospects are affiliated with, educational background, personal interests, and mutual connections, among others. Prior to using LinkedIn there was no integrated platform or easy solution to managing all of these activities.

NEW APPROACH

- The team at Softtek began using Sales Navigator to conduct proper due diligence and attain a better understanding of the activities that fall under a contact's scope of responsibilities. Once the right person is identified, they would then reach out via InMail, follow their activity, and connect.

RESULTS

- The day-to-day inside sales activities at Softtek have become much more fluid and productive.
- They have been able to connect with key prospects that were previously difficult to identify—and much more difficult to reach.